

AI WON'T TRANSFORM YOUR BUSINESS ON ITS OWN.

FEASIBLE, NOT ACHIEVED.

Why AI Transformation Stalls, and the **Nine Decisions** That Finish It.

The executive introduction to the Jones-Roxon Nine™, the operator's system for turning AI pilots into governed, scalable, measurable business change.

BY

WESTON A. JONES, MBA, CPA

JACOB C. ROXON, PHD

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ABOUT THE BOOK

PILOTS SUCCEED. BUSINESS IMPACT DOESN'T.

Your board wants a plan. Your employees are already using AI. Your vendors are promising returns nobody can verify. And the pilot that worked hasn't changed how anything actually runs.

Feasible, Not Achieved explains why that gap persists and introduces the Jones-Roxon Nine™: nine connected decisions for turning AI experiments into governed, scalable, measurable business change. Most AI programs are missing at least one. The book shows leaders which one, and how to close the gap.

WHAT READERS WILL LEARN

- 01 Move AI beyond pilots**
Why AI transformation stalls, and what has to change.
- 02 Make the Nine Decisions**
Connect strategy, organization, technology and execution.
- 03 Create clear ownership**
Give every decision an owner and a measurable outcome.
- 04 Run AI as a management system**
Build the Nine into an ongoing leadership cadence.
- 05 Find what is holding you back**
Spot the decision blocking progress and focus there.

FACT SHEET

SERIES

Jones-Roxon Nine™ · Book 1

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AVAILABILITY

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THE JONES-ROXON NINE™

NINE CONNECTED DECISIONS. ONE COMPLETE PICTURE.

AI initiatives rarely stall because the technology failed. They stall because ownership, operating decisions and measures of value were never put in place. The Nine organizes those decisions into four connected layers, each with an owner, a measure and a place in leadership's regular review.

DIRECTION

DECISIONS 1-2

Where the organization is going with AI, and who decides.

01

Vision & Strategy

02

Operating Model & Organization

ENGINE

DECISIONS 3-5

The work, the data and the technology that carry it.

03

Work Enablement & Process Evolution

04

Data & Knowledge

05

Technology & AI Foundation

ENABLER & GUARDRAIL

DECISIONS 6-7

What makes the change stick, and what keeps it safe.

06

People, Leadership & Adoption

07

Governance, Ethics & Trust

LIFECYCLE

DECISIONS 8-9

How you deliver, measure, and feed learning back in.

08

Delivery & Execution

09

Value & Continuous Improvement

Judged by what changes in the business, not by model performance alone.

CLEAR OWNERSHIP

MEASURABLE OUTCOMES

LEADERSHIP CADENCE

MEET THE AUTHORS

TWO PERSPECTIVES. ONE OPERATING SYSTEM.

One author is grounded in enterprise leadership, operating models and execution; the other in technical AI, systems and real-world deployment. Together they built a practical, end-to-end approach for moving AI from potential to measurable business results.



WESTON A. JONES, MBA, CPA

ENTERPRISE AI TRANSFORMATION & LEADERSHIP

Weston has about 30 years of experience leading large-scale transformation across IBM, EY and PwC, including 16 years focused on automation and AI. He founded EY's global automation and intelligent automation practices and later served as Intelligent Automation Leader for PwC in the U.S.

30+ YRS

Enterprise transformation

16 YRS

Automation & AI focus

IBM-EY-PWC

Built global practices

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JACOB C. ROXON, PHD

AI STRATEGY, SYSTEMS & ENTERPRISE DEPLOYMENT

Jacob has spent 15 years building and deploying AI across research, startups and industry. He co-founded two AI companies and now leads AI strategy at a global manufacturing enterprise, running AI and agentic systems in production. His work bridges technical depth with business change and the human side of AI.

15 YRS

AI research to deployment

2

AI companies co-founded

AGENTIC AI

Systems in production

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We kept seeing the same pattern. The technology worked. The pilot succeeded. A year later, little about how the business operated had changed.

WESTON JONES & JACOB ROXON, ON WHY THEY WROTE THE BOOK

FOR JOURNALISTS, PODCASTS & EVENT HOSTS

STORY ANGLES & INTERVIEW GUIDE

ANGLE 01**THE PILOT WORKED. NOTHING CHANGED.**

Why technically successful AI pilots so rarely reshape how a company actually runs.

ANGLE 02**AN OPERATING PROBLEM, NOT A TECH ONE**

Ownership, process, trusted data and value measures, not better models, decide whether AI scales.

ANGLE 03**WHO OWNS THE RESULT?**

Accountability after the pilot ends, and why "waiting for the committee" kills speed.

ANGLE 04**PROVING AI'S VALUE**

Why AI savings rarely reach the financial results, and the baseline leaders must set before launch.

SUGGESTED INTERVIEW QUESTIONS

Q1 Why do so many AI pilots succeed technically but fail to change the business?

Q2 What are the nine decisions, and which one do organizations most often skip?

Q3 Who should own an AI initiative once the pilot is over?

Q4 Why do employees stop using AI tools that technically work?

Q5 How should leaders measure, and defend, the business value of AI?

Q6 What does running AI as a management system, not a project, look like?

QUOTABLE LINES

"THE PILOT SUCCEEDS. THE ORGANIZATION STAYS THE SAME."

"A STRATEGY NAMES AN AMBITION. AN OPERATING SYSTEM ASSIGNS IT."

"THESE ARE OPERATING PROBLEMS, NOT TECHNOLOGY PROBLEMS."

AUDIENCE, SERIES & ENGAGEMENTS

PUT THE NINE TO WORK.

WHO THE BOOK IS FOR

01**Executives**

Decide where AI creates value and who owns the outcome.

02**AI & transformation leaders**

Turn scattered initiatives into a managed portfolio.

03**Technology leaders**

Build a foundation the business can adopt and govern.

04**Business & operations leaders**

Redesign the work and prove the value.

THE JONES-ROXON NINE™ SERIES

BOOK 1 · AVAILABLE NOW**Feasible, Not Achieved**

The executive introduction: why AI transformation stalls, and what finishes it.

BOOK 2 · COMING SOON**Broken Rebuilt Ready**

How to Fix Companies Faster with AI and Leave Them Worth More, Whether You Sell or Hold

BOOK 3 · COMING SOON**Rebuilt Finance**

A whole finance function rebuilt around AI - told as it really happens, with people, the controls and the numbers.

THE AUTHORS ARE AVAILABLE FOR

- **Keynotes & executive briefings** on why AI stalls
- **Interviews, podcasts & bylined articles**
- **Partnerships & collaborations**
- **Leadership workshops & pilot reviews**
- **Advisory & fractional AI leadership**
- **Bulk book orders** for teams & events

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